

## GINIGER DESCRIBES PROGRAM: "JOINT IMPRINT PUBLISHING"

The K. S. Giniger Company, Inc., founded in January of this year, has just announced its first list, made up of more than 30 titles by authors who include Allen W. Dulles, Giacomo Manzu, the late Pope John XXIII, H. V. Morton, Herbert Read and David Schoenbrun.

Kenneth S. Giniger, also founder of Hawthorn Books, resigned as president of that company in December to start his new firm. Describing his company's approach as "joint imprint publishing," Mr. Giniger explained at an announcement luncheon September 14 that each book bearing the Giniger name will be published in association with another publisher, and will carry the joint imprint of both houses. The Giniger company will originate the book and will in most instances develop it through the final manufacturing stages. The other publisher will handle all aspects of sales, distribution, promotion, advertising and publicity.

Among the publishers with which contracts for joint imprint books have been signed are Golden Press, Grosset & Dunlap, Harper & Row, Little, Brown, Macmillan, Putnam's, Pyramid Books and Franklin Watts, Inc.

Publication dates of the initial titles will be announced later. The first titles announced by Giniger, all to be published in 1966 and 1967, include two anthologies edited by Allen W. Dulles, former CIA chief: "Great True Spy Stories" and "Great Spy Stories from the World's Fiction"; a book by the Italian sculptor, Giacomo Manzu, on his friendship with Pope John XXIII; a collection of Pope John's own prayers and devotions; and "Cuisine à la Ritz," a book based on the kitchens of Ritz hotels around the world, by Poppy Cannon with the active cooperation of Charles Ritz, president of the Paris Ritz.

Also listed are "The Golden Library of Faith and Inspiration," a series of eight small illustrated anthologies from the Bible and the writings of Thomas à Kempis, St. Francis of Assisi and John Donne; "The Black Book of the Nazi Terror," a words and pictures documentation of Nazi atrocities in Europe with a text by the French novelist and critic, Manes Sperber; "Background Books," a series of reports on world affairs edited by David Schoenbrun, well-known radio and television correspondent; and "The Fountains of Rome," the story of Rome in terms of its water supply told by the distinguished British travel writer, H. V. Morton.

Other titles include "Furniture in the Ancient World," a history of ancient furniture from earliest times to the Classical period, by Hollis Baker, president of one of America's largest furniture manufacturers; "Antiques International," a discussion of the most popular areas in the world antiques

market, edited by Peter Wilson, chairman of the two famous auction houses, Sotheby's in London and Parke-Bernet in New York; "The One Hundred Great Paintings," a series of large detailed, illustrated discussions of individual masterpieces, edited by Sir Herbert Read; and a new and revised edition of a multi-lingual phrase book first published in 1932, now in its seventeenth printing, Archibald Lyall's "A Guide to the Languages of Europe."

Two series addressed to young people are planned. One, The Hidden Heroes, will be devoted to biographies for young adults of relatively unknown figures of historical importance in the areas of espionage, intelligence, escape and evasion, counter-intelligence and resistance. Among the first volumes to appear will be books on "Light Horse Harry" Lee, on which Eleanor F. Steiner-Prag has done the research, Major John André by Adele Gutman Nathan and Rose O'Neal Greenhow by Nash K. Burger. The other series, College Entrance Books, to be edited by Dr. John R. Everett, president of the New School for Social Research and formerly chancellor of the City University of New York, will be designed to bridge the gap between high school and college and, initially, will cover such subjects as anthropology, business administration, civil engineering, economics, education and philosophy, each volume designed to serve as an introduction to the collegiate study of the particular subject.

Details of a number of other books, also scheduled for publication during the same period, are expected to be announced at a later date. More than 100 book projects are in active preparation by the Giniger company, including a number of multi-volume series.

The K. S. Giniger Company is the third publishing company to be launched by Mr. Giniger. With Ward D. Smith, now of the Hoover Institution at Palo Alto, he founded the Signet Press in 1939, a company which was dissolved after less than two years when both the partners volunteered for the United States Army in 1941. He then founded Hawthorn Books for Prentice-Hall, Inc., in 1952. He had previously been editor-in-chief of the trade book division of Prentice-Hall.

Mr. Giniger is the sole proprietor of the new company. He has been active in publishing since 1939, with the exception of periods of military service in World War II and the Korean War. He is currently presi-

dent of the Laymen's National Committee, the interfaith organization sponsoring National Bible Week; vice-president of the American Institute of Graphic Arts; a chairman of the committee on international co-production and imports of the American Book Publishers Council. He has edited "The Compact Treasury of Inspiration" for Hawthorn, "America, America, America" for Franklin Watts and "A Treasury of Gold Memories" for Doubleday. His most recent anthology, edited in collaboration with Walter Russell Bowie, "What is Protestantism?" will be published soon by Watts.

The Giniger office is at 100 Avenue of the Americas, New York City 10013. Telephone number is (212) WALKER 5-1234 and the cable address is "Bookhouse." The company was incorporated on January 1965, in the State of New York.

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